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**Inside Vietnam:**

## **A Growing Gambling Market underneath the Vietnam Soil**



Arcade games in shopping mall

**G**ambling has always been illegal in Vietnam and prohibited by its government. There are several casinos in Vietnam. However, most of the luxuries casinos in Vietnam are only allowed foreign passport holders to enter. To fulfill the desire, most of Vietnamese would go across the border to visit casinos in Cambodia and Laos. Nevertheless, going across the border is not feasible for most of the local gamblers. Meanwhile, some locals have paved their own gambling businesses secretly. This June, Hot Games visited Ho Chi Minh City which is located in southern Vietnam. During the visit, we met some gambling business owners, who play important role in land based gambling market. Furthermore, we will take you to look into Vietnamese gambling market; include business type, purchasing habits, and the popularity of games.

Vietnamese gambling market is basically dominated by few local distributors. Most of the private gambling business owners are gathered in



Karaoke booth in shopping mall game center







Entry of game centers in shopping mall

district 1,3,5,11,19 and Xinping district. Although the law specifically indicates that gambling is not allowed in Vietnam, most of the private gambling owners are still taking the risk to run the business. There are three different types of gambling business in Vietnam; street based, shopping mall based, and multi-purpose entertainment building. In average, it costs from 3000 dongs to 6000 dongs (Approximately 13-26 cents in U.S. currency) to play one game in any of these game centers.

First one, street based game centers; running the business type like this is the fastest way to make the profit. Owners usually maintain the good relationship with the district governor. This kind of game centers spread out to alleys, streets and big roads in Ho Chi Minh City. It is not surprising that 5-10 places like this can be found on one road. For this business type, gambling machines take up 95 percent of the game center, the rest of 5 percent is for kid's entertainment. The most popular gambling machines are fish machines and slot machines. For kid's entertainment, it is common to see crane machines and kiddie rides.

On the other hands, shopping malls based are more suitable for children. Besides shopping mall, you can also find them in Korean or Japanese market (ex. LOTTE, AEON). Games types are half gamble and half kid's entertainment. It has

the variety of gambling games such as fish machine, roulette, slot etc. As for kid's entertainment, it includes crane machine, hockey, table football, basketball machine, and simulator. etc. Besides games, there is another entertainment that most of Vietnamese are passionate about, karaoke. As you walk toward the end of the game center, you can see box-like rooms stand alongside the wall. Each individual booth has its own microphone and music box.

The last one, multi-purpose entertainment type of business; it combines bookstore, gym, café and game center into one building. It is a smaller scale type of business, fewer machines, fewer people, and smaller bet for the game. As you walk in, you will see the bookstore on the first floor. The second floor would be café, gym and "game center".

It is rare to see software or hardware development company in Vietnam. Hence, local distributors purchase most of the games from China and Taiwan;



Local distributor Mr. Lin (second right)





Multi-purpose entertainment building

either by truck from China or by airplane. In addition, they only import software and spare parts and then assemble it on their own afterward.

Gambling in Vietnam is illegal and yet controversial. A developing country like Vietnam has huge potential to grow the business. For now, three types of gambling/entertainment business models are just the tip of the iceberg. If authority can take the issue seriously, find a way to help business and government coexist. There will be more beneficial for both sides.

### ★ Big Step for Vietnam Gambling Industry

After losing millions of potential tax return from years illegal gambling, this March, the Vietnamese government has announced that citizens are allowed to go to selected casinos during the three-year trail,

but with strict regulations. In hope of increasing revenue, Vietnamese government recently approved two large-scale projects in Van Don (in the northern province of Quang Ninh) and in Phu Quoc island (southern province of Kien Giang). The requirements for locals to casinos are below as follow.

- ★ 1. At least 21 years old with a clear criminal record.
- ★ 2. Proof of stable monthly income at least 10m Vietnamese Dong. (443 USD)
- ★ 3. Entry fee: 1m Dong per day (44USD) or 25m (\$1.1K) per month.
- ★ 4. Gamblers are only allowed to enter the casinos if there are no official requests from their family member. 🙅



Private-owned gambling place



Local distributor Mr. Do Tri Vien (right)







# MGS ENTERTAINMENT SHOW 2017

**MACAU - The MGS Entertainment Show 2017, owned by the largest trade association in Macau and backed by the SAR Government, will stage its fifth edition on 14-16 November 2017 at the Venetian Macao.**

**T**he show has set its sights on giving the vitally important emerging Asian market a key place on the calendar, and one which keeps the international business community focused on global developments. Leading gaming, leisure and technology companies from across Europe will be exhibiting en masse at this year's MGS Entertainment Show, maximizing the trading opportunities presented through Macau's status as the Gateway to Asia.

The past year has seen a strong focus within the trade body, the MGEMA, on enhancing the show's status by working ever more closely with the Macau SAR Government and the People's Republic Liaison department in the city. It will be these relationships that will enable both MGS and its exhibitors to maximize their returns.

With the broad Smart City theme of this year's MGS Entertainment Show, MGS will, as always, focus on the gaming industry. What makes the MGS Entertainment Show different from other tradeshow is its reach outside the casino to products and services with applications straddling diverse sectors in gaming jurisdictions.

Cutting-edge technologies such as cloud computing services will be highlighted at this year's show. Smart technologies such as these will drive the economy of the next decades, and the MGS Entertainment Show is positioning itself to be an important player as the industry transforms.

## **About the Macau Gaming Equipment Manufacturers Association (MGEMA):**

MGEMA was established in 2012, representing businesses from the broad based gaming, entertainment and leisure sectors. It reaches ranges from companies working on research, development and manufacturing of gaming equipment, to tourism and culture organizations, and the young entrepreneurs driving technology, innovation and new business platforms for a stronger economy. A pioneer of the "Made in Macau" brand, MGEMA aims to raise the international reputation of the Macau business community and to help its members increase their market share through wider trading opportunities.



## **About MGS Entertainment Show (MGS):**

Organized by MGEMA, MGS marks its fifth edition in 2017. Over the past four years, MGS has emerged as the region's primary showcase for the most innovative and creative product launches, technological developments and business networking for the casino, leisure and service sectors. It is a show established and ran by local Macao representatives with the great support from the Macao SAR government. 🇲🇴

Innovation and Interactive

Aug 17, 2017

Contact: *Cecilia Wong*

(853) 2878-7250

[cecilia.wong@mgsentertainmentshow.com](mailto:cecilia.wong@mgsentertainmentshow.com)



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# Exhibition Schedule

**A** Amusement **P** Park **G** Gaming **V** Vending **S** Summit

## September



### 9 Entertainment Arena Expo- EAE

**G**

■ Date: September 4 ~ 6  
Venue: Bucharest Romania  
Email: [contact@expo24.ro](mailto:contact@expo24.ro)  
Website: [www.earena.ro/newe](http://www.earena.ro/newe)



### 9 Asia China Expo 2017 – GTI Guangzhou

**A**

■ Date: September 13 ~ 15  
Place: China Import and Export Fair Pazhou Complex  
Phone: +886-2-2760-7407  
Email: [gametime@taiwanslot.com.tw](mailto:gametime@taiwanslot.com.tw)  
Website: [www.taiwanslot.com.tw](http://www.taiwanslot.com.tw)



### 9 Tokyo Gaming Show

**A G**

■ Date: September 23 ~ 24  
Place: Makuhari Messe (Chiba, Japn)  
Phone: +81-3-3512-5670  
Email: [tgs@smj.co.jp](mailto:tgs@smj.co.jp)  
Website: [expo.nikkeibp.co.jp/tgs/2017/exhibition/english/](http://expo.nikkeibp.co.jp/tgs/2017/exhibition/english/)



### 9 Europe Attraction Show – EAS

**A P**

■ Date: September 26 ~ 28  
Place: Messe Berlin Exhibiton Center (Berlin, Germany)  
Contact: Claudio Boni  
Phone: +39 339 5384196  
Email: [cboni@IAAPA.org](mailto:cboni@IAAPA.org)  
Website: [www.euroattractionsshow.com](http://www.euroattractionsshow.com)





# Exhibition Schedule

**A** Amusement **P** Park **G** Gaming **V** Vending **S** Summit

## October



### 10 Global Gaming Expo – G2E

**G**

■ Date: October 3 ~ 5

Place: Sand Expo Las Vegas

Contact: Kevin DuBrow

Email: [kdubrow@reedexpo.com](mailto:kdubrow@reedexpo.com)

Website: [www.globalgamingexpo.com](http://www.globalgamingexpo.com)



### 10 ENADA ROMA

**A G**

■ Date: October 3 ~ 5

Place: Rome Expo Center (Italy)

Contact: Amanda Reggiani

Phone: +39 0541 744 250

Email: [a.reggiani@reminifiera.it](mailto:a.reggiani@reminifiera.it)

Website: [en.enada.it](http://en.enada.it)



### 10 RAAPA Expo – Autumn

**A P**

■ Date: October 11 ~ 13

Place: Moscow, VDNH

Contact: Ms. Marina Illenzeer

Phone: +7 495 234 5204

Email: [raapa@raapa.ru](mailto:raapa@raapa.ru)

Website: [www.raapa.ru](http://www.raapa.ru)



## CAAPA

### 10 CAAPA - China Association of Amusement Parks and Attractions

**A P**

■ Date: October 20 ~ 22

Place: Shanghai World Expo Exhibition and Convention Center (China)

Contact: Mr. Lu

Phone: 010 6882 5005

Email: [cae@caapa.org](mailto:cae@caapa.org)

Website: [www.caapa.org](http://www.caapa.org)



★ As dates sometimes changes. Please check with organizers before visiting international trade events.



## 10 Excellence in iGaming – EiG

G

■ Date: October 30 ~ November 1

Place: Arena Berlin (Germany)

Contact: Alexander Crockford

Phone: +44 (0)20 7384 8038

Email: alexander.crockford@clarionevents.com

Website: www.eigexpo.com

## November



## 11 Xi An Amusement Fair

A P

■ Date: November 3 ~ 5

Place: Greenland Pico International Convention and Exhibition Center

Contact: Mr. Yuan

Phone: 139 9863 4267

Email: 19852@163.com

Website: www.anusechina.cn



## 11 BiG Summit

G

■ Date: November 7 ~ 8

Place: Emperors Palace, Johannesburg (South Africa)

Phone: +2710 500 9849

Email: enquiries@eventus-international.com

Website: www.bigafricasummit.com



## 11 SAGSE Latin America

A G

■ Date: November 7 ~ 9

Place: Costa Salguero Convention Center (Argentina)

Contact: Ms. Joanne Mana

Phone: (54-11) 4805 4623

Email: sagseu@monografie.com

Website: www.monografie.com



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